



## **Everpure® Launches Exubera Pro Premium Carafe Water System at the National Restaurant Association Show**

*Kitchen Innovations 2008 Award-Winning Filtration System Revolutionizes Restaurant Water*

**CHICAGO (May 2008)** – Everpure, LLC, launches its award-winning filtration system, the Exubera Pro Premium Carafe Water System, during this year’s National Restaurant Association (NRA) Show, May 17-20 at Chicago’s McCormick Place. The spotlight will be on this new revolutionary system that offers restaurant operators a way to serve their own premium carafe water, and reduce their dependency on serving bottled water, which impacts the environment. At this year’s NRA Show, the system will be featured at Everpure’s booth #7428, as well as displayed at the Kitchen Innovations pavilion, booth #3293N, which features all of this year’s Kitchen Innovations Award winners.

“Increasing consumer demand for green business operations has prompted many restaurateurs to rethink how they store and serve water, making NRA Show 2008 the best possible time to launch the Exubera Pro Premium Carafe Water System,” says Mark Selander, marketing manager of Everpure. “The system is a complete filtration and dispensing system that allows restaurant operators to create their own premium water and provide customers with an environmentally-friendly alternative to bottled water.”

To ensure patrons are receiving the same water options as with bottled water, the revolutionary Exubera Pro System allows the serving of chilled, chilled carbonated and ambient premium water. This turnkey solution includes a six-step process, beginning with testing of the operation’s water followed by an in-depth analysis resulting in a fully customized, complete filtration system taking ordinary tap water and making it extraordinary. Additionally, as Everpure prides itself in high-quality customer service and installation assistance, regular maintenance, cartridge changes and employee training also will be available with the Exubera Pro Premium Carafe Water System purchase. Finally, merchandising will be available this summer to assist operators in promoting the benefits of premium filtered water to their patrons.

Offering under-counter and counter-top models, the Exubera Pro system is easy to install and maintain, offers excellent carbonation, little upkeep and advanced features. Most importantly, the system enables the operator to reduce the costs and hassles associated with bottled water including tracking inventory, finding storage space, generating additional waste and purchasing costs. Instead restaurant operators are able to reduce costs, maintain profitability and reduce their waste and environmental footprint.

More information regarding Everpure’s Exubera Pro Premium Carafe Water System will be available on [www.everpure.com](http://www.everpure.com) beginning July 1, 2008. For more information about the system, product demonstrations or to learn how Everpure has been delivering clean, clear and consistent water to businesses for more than 75 years, stop at booth #7428 during NRA or visit the company’s Web site.

**About Everpure**

Everpure, a leading foodservice industry supplier, has been manufacturing commercial water treatment products, solutions and services worldwide since 1933. Everpure is also a trusted provider of water treatment products to the vending, consumer, marine and aviation markets. Industry leaders around the world rely on Everpure for quality water treatment. In 2004, the company became part of the Water Technologies Group of Pentair, Inc. (NYSE: PNR). For more information on Everpure, visit the company's Web site at [www.everpure.com](http://www.everpure.com).

**About National Restaurant Association**

The National Restaurant Association, founded in 1919, is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13.1 million employees - making it the cornerstone of the economy, career opportunities and community involvement. Along with the National Restaurant Association Educational Foundation, the Association works to represent, educate and promote the rapidly growing industry. For more information, visit [www.restaurant.org](http://www.restaurant.org).

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